

Mullineaux Enterprises, LLC

Drone Services

Business Plan

Emma Mullineaux, Owner

Created on May 10, 2021

Executive Summary

Product

The purpose of this company is to provide services to farmers and agricultural retailers to allow them to have granular fertilizer and liquid fertilizer spread via drone with the future possibility of spreading liquid herbicide/pesticide.

Customers

The target audience for Mullineaux Enterprises, LLC is farmers of all types on the east coast. We will provide farmers with aerial spreading of seed as well as granular and liquid fertilizer.

Background

Owner and operator Emma Mullineaux has an extensive background in agriculture and agricultural business as well as technology. She grew up showing cattle and raising crops on her family's small farm. She attended Frederick Community College and studied Business Management before transferring to the University of Maryland, College Park to pursue a degree in Agricultural Science and Technology. While working on her degree, she worked for the university doing research on small grains and for a company called MADTECH to help them develop an agricultural scouting technology to be used with drones. After graduation, she went to work for Eddie Mercer Agri-Services in Frederick as a Field Agronomist and Sales Representative.

Future of the Company

The future of agriculture sits in the hands of technology. Mullineaux Enterprises, LLC will eventually add in the spraying of herbicide and pesticide to be able to cover more customers as this industry adapts and grows.

Company Description

Mission Statement

To provide the best aerial agricultural services in order to help farmers maximize their yields and potential.

Principal Members

Emma Mullineaux- Owner, Chief Executive Officer, Head Pilot

Legal Structure

Mullineaux Enterprises, LLC is a limited liability company in Keymar, Maryland.

Market Research

Industry

Mullineaux Enterprises, LLC will be joining the agricultural industry through the use of the highest quality technology. The agricultural drone industry is growing at a fast rate in the midwest United States. There are only a few companies that do this on the east coast but they will not travel as far and work at the scope that we plan to. Drones are a major part of the future of agriculture and will increase in revenue by 2.8 billion dollars by 2024

(<https://www.grandviewresearch.com/industry-analysis/agriculture-drones-market>).

Company Advantages

By offering the highest quality agricultural drones to complete these services, we will stand out above the rest of the companies that offer agricultural spraying or spreading of any kind with any type of equipment. The drones will allow us to go virtually anywhere on the east coast to service any crop at an efficient yet precise rate. We will be able to provide service on short notice and complete the job in a timely manner.

Service Line

Product/Service

Services include:

- Spreading of seed
- Spreading of granular fertilizer
- Spraying of liquid fertilizer

Pricing Structure

Mullineaux Enterprises, LLC will offer its services at a per acre rate:

- Fertilizer and seed: Market Price
- \$25/Acre

Product Lifecycle

All services will be ready to offer to clients pending approval of each job by the Chief Executive Officer.

Marketing & Sales

Growth Strategy

To grow the company, Mullineaux Enterprises, LLC will do the following:

- Network at agricultural conferences
- Reach out to agricultural retailers
- Interact with potential customers via social media and a website
- Invest in advertising materials for our truck, trailer, and fertilizer cart

Communicate with the Customer

Mullineaux Enterprises, LLC will communicate with it's customers by:

- Using social media such as Facebook and Instagram

- Meeting with managers/owners of other agricultural retail companies
- Providing contact information through our website and social media

How to Sell

The only person in charge of sales is Emma Mullineaux, the Chief Executive Officer and Head Pilot. As business increases, we will add a designated sales representative that will also assist in social media and website operations.

Costs for Start-Up

- Truck- \$30,000
- Flatbed for the truck- \$5,000
- DJI AGRAS T20 (2)- \$14,495 x 2
- Tank for liquid fertilizer- \$700
- Dry fertilizer tender- \$15,000
- Insurance- \$5,000
- Billing System- \$500
- Miscellaneous Expenses- \$10,000
 - Total: \$95,190